

AGENDA SUMMARY PAGE - PLANNING & DEVELOPMENT
PLANNING COMMISSION MEETING OF: JUNE 25, 2009**DEPARTMENT: PLANNING & DEVELOPMENT****DIRECTOR: M. MARGO WHEELER**☐ Consent ☒ Discussion**SUBJECT:**

ABEYANCE - MSP-34174 - MASTER SIGN PLAN - PUBLIC HEARING - APPLICANT/OWNER: CAROLINE'S COURT, LLC - Request for a Master Sign Plan FOR A COMMERCIAL DEVELOPMENT WITH WAIVERS OF THE TOWN CENTER SIGN STANDARDS TO ALLOW 2,609 SQUARE FEET OF FREESTANDING SIGNAGE WHERE 1,506 SQUARE FEET IS PERMITTED, A 100-FOOT PYLON SIGN WHERE 24 FEET IS PERMITTED, THREE MONUMENT SIGNS ALONG THE EL CAPITAN WAY STREET FRONTAGE WHERE TWO ARE PERMITTED, AND TO ALLOW WALL SIGNS TO FACE AN EXISTING RESIDENTIAL DEVELOPMENT THAT IS LOCATED OUTSIDE THE LIMITS OF THE CENTENNIAL HILLS TOWN CENTER WHERE SUCH IS NOT PERMITTED on 23.62 acres at the northwest corner of El Capitan Way and Durango Drive (APNs 125-17-202-001, 125-17-601-012 and 017), T-C (Town Center) Zone [SC-TC (Service Commercial - Town Center) Special Land Use Designation)], Ward 6 (Ross)

FINAL ACTION**PROTESTS RECEIVED BEFORE:**

Planning Commission Mtg.

17

City Council Meeting

0

APPROVALS RECEIVED BEFORE:

Planning Commission Mtg.

2

City Council Meeting

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RECOMMENDATION:**DENIAL****BACKUP DOCUMENTATION:**

1. Location and Aerial Maps
2. Conditions and Staff Report
3. Supporting Documentation
4. Photos
5. Justification Letter
6. Sign Analysis and Criteria
7. Protest Emails, Protest/Support Postcards
8. Submitted after Final Agenda – Supplemental Staff Report
9. Submitted after Meeting – Recordation Notices of Planning Commission Action and Conditions of Approval

Motion made by KEEN ELLSWORTH to Approve subject to conditions and adding the following conditions as read for the record:

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- A. No illuminated signage shall be placed on the north elevation of Building G.
- B. There is no waiver granted for the signage square footage. However, a waiver of the Town Center Sign standards for the pylon sign is for 80 feet where 53 feet is allowed.

Passed For: 5; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 2

KEEN ELLSWORTH, VICKI QUINN, BYRON GOYNES, GLENN TROWBRIDGE, STEVEN EVANS; (Against-None); (Abstain-None); (Did Not Vote-None); (Excused-MICHAEL E. BUCKLEY, RICHARD TRUESDELL)

Minutes:

CHAIR TROWBRIDGE declared the Public Hearing open.

STEVE GEBEKE, Planning and Development, indicated the proposal includes free standing and wall signage. The wall signage conforms to the Town Center sign standards; however, as part of this application, the applicant requested waivers for the height of the free standing pylon sign, the number of allowed monument signs on site and for the orientation of all signage. A revised elevation has been submitted. In addition, the fourth waiver requested relating to the total area of free standing signage is no longer necessary, as the applicant has made revisions to meet the requirements.

Staff recommended denial, as the proposed signage could be reduced in size and quantity to meet the standards. If approval is granted, staff recommended an additional condition requiring all wall signage on Building G, facing existing residential to the north, to be non illuminated.

LINDSEY HILL appeared with JACOB KHAKSHOURI and reiterated MR. GEBEKE'S comments while pointing out that the previous approval was for a commercial center, totaling 269,860 square feet. Using diagrams and photos, she reviewed the request, noting that the revised plan now reflects 1,775 square feet of signage. A neighborhood meeting was held with residents and staff, as previously suggested by the Commission. The outcome resulted with the residents' support, as many of them recognized the need for the height given the distance from homes. Aside from Lowe's and Staples, there was additional square footage amounting to 83,000 square feet of retail and restaurants within the center. The four monument signs allowed by the Code provide 24 sign spaces, equal to one sign space for every 3,500 square feet of floor area, which is limited and unrealistic. She then explained the requested waivers and pointed out that the Centennial Center pylon sign is 79 feet and similar to their proposal.

TODD FARLOW believed the applicants need to commit to the Town Center standards and not appear before the Commission requesting waivers. He felt that success stems from marketing and business management.

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ERWIN GOLDSTEIN and SUSAN O'HARA both expressed support for the proposal. They believe it will add to the success of the shopping center and agreed that grading causes the need for the height of the sign. They do not want to live with vacant land.

MR. GEBEKE confirmed for CHAIR TROWBRIDGE that a condition exists addressing no illumination facing residential. MR. KHAKSHOURI preferred the condition specifically reflect the north elevation facing residential, so DOUG RANKIN, Planning and Development, read the amendment that was acceptable to staff and the applicant.

COMMISSIONER GOYNES questioned the possibility of other property owners who may request a review to amend their signage as well. He believed an application with many waiver requests can sometimes be a red flag. ASSISTANT CITY ATTORNEY BRYAN SCOTT replied that a review of condition would be required, as the requests are looked at on a case-by-case basis. Approval of this request would not set a precedent. MR. KHAKSHOURI pointed out that there would not be a need for a waiver if the grading on his property was the same as the freeway.

In seeing how this property has developed, COMMISSIONERS ELLSWORTH and QUINN appreciated the applicant's efforts in making significant changes to protect the residents' views. COMMISSIONER QUINN also appreciated seeing residents, who were not initially supportive, appear and express their support at this time.

MARGO WHEELER, Director of Planning and Development, read an additional condition concerning the waivers for signage square footage and the pylon sign, which was accepted by the applicant.

CHAIR TROWBRIDGE declared the Public Hearing closed.